What is claimed is:

1. A method of building a customer retention model comprising the following steps:

identifying data elements;

identifying data sources;

laying out a data file format;

identifying statistical and analytical packages; and

applying statistical and analytical packages to data from data sources fulfilling data elements identified in the data file format to perform customer retention.

2. The method as claimed in claim 1, wherein the data elements include:

frequent flyer program membership information;

passenger flying data;

booking channel data;

ticketing data; and

costs.

3. The method as claimed in claim 1, wherein the data sources include at least one of an internal data source and an external data source.

4. The method as claimed in claim 3, wherein the internal data source includes:

customer data;

revenue management data;

flight scheduling data;

sales channel data; and

travel agency data.

5. The method as claimed in claim 3, wherein the external data source includes at least one of a public data source and a private data source.

6.   The method as claimed in claim 5, wherein the public data source includes Department of Transportation data, Federal Aviation Administration data, Official Airline Guide data, Boeing data, Rolls-Royce data, and NASA data.

7.   The method as claimed in claim 5, wherein the private data source includes Dun & Bradstreet data, Acxiom data, Experian data, Credit Bureau Data Sources, and American Express data.

8.   A method of building a customer retention model comprising the following steps:

identifying data elements;

identifying data sources;

laying out a data file format;

identifying statistical and analytical packages; and

applying statistical and analytical packages to data from data sources fulfilling data elements identified in the data file format to identify customers for customer retention.

9.   The method as claimed in claim 8, wherein the data elements include:

frequent flyer program membership information;

passenger flying data;

booking channel data;

ticketing data; and

costs.

10.   The method as claimed in claim 8, wherein the data sources include at least one of an internal data source and an external data source.

11.   The method as claimed in claim 9, wherein the internal data source includes:

customer data;

revenue management data;

flight scheduling data;

sales channel data; and

travel agency data.

12.   The method as claimed in claim 9, wherein the external data source includes at least one of a public data source and a private data source.

13.   The method as claimed in claim 11, wherein the public data source includes Department of Transportation data, Federal Aviation Administration data, Official Airline Guide data, Boeing data, Rolls-Royce data, and NASA data.

14.   The method as claimed in claim 11, wherein the private data source includes Dun & Bradstreet data, Acxiom data, Experian data, Credit Bureau Data Sources, and American Express data.

15.   A method of identifying highly valued customers using a Customer Value Metric Model comprising the following steps:

identifying customer value criteria;

identifying customer data elements;

identifying data sources of the data elements;

applying a Customer Value Metric Model to data from the data sources in accordance with the customer value criteria to identify high value customers.

16.   A method of identifying highly valued customers using a Customer Value Metric Model comprising:

determining a frequency value for each customer;

determining a net revenue contribution value for each customer;

58

scoring the frequency value and net revenue contribution value for each customer; and

identifying the highly valued customers by ranking the customers based on the score.

17. The method as claimed in claim 4, comprising:

ranking the customers based on the frequency value score.

18. The method as claimed in claim 4, comprising:

ranking the customers based on the net revenue contribution value score.

19. The method as claimed in claim 4, further comprising:

sorting the scores based on score pairs including frequency value and net revenue contribution value.

20. The method as claimed in claim 19, further comprising:

sorting matching score pairs based on net revenue contribution value;

dividing the customers into N groups;

assigning a numerical value 1-N to each group; and

ranking the customers based on the assigned numerical value to identify the highly valued customers.

21. The method as claimed in claim 20, wherein N is 100.